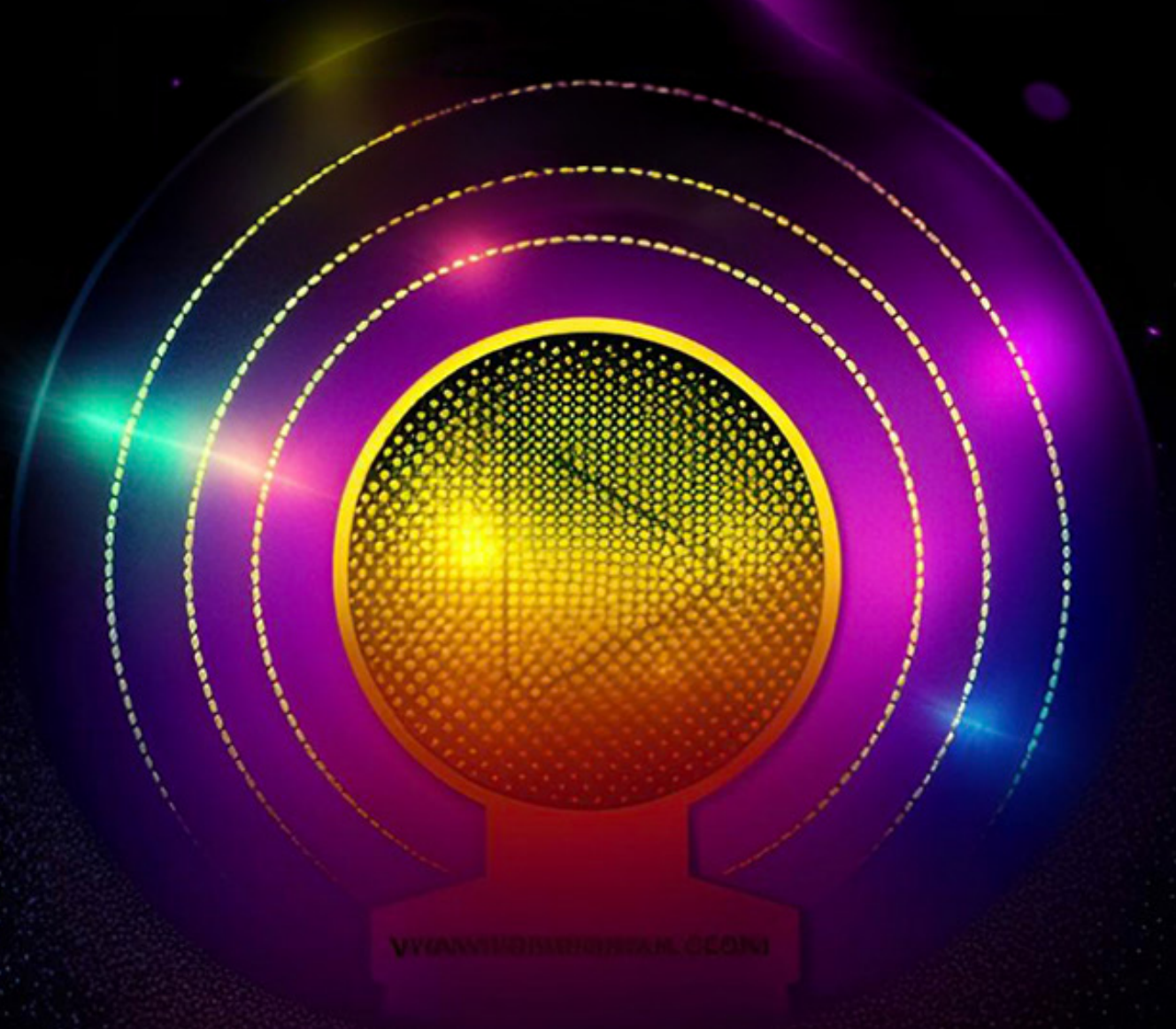# LEADSCALE

Enabling Data

Skip:
Hello and welcome to Episode Five of our Lead Scale Engine Gen Five Launch Podcast. I'm Skip Fidura, and with me today, as always, is Francis.

Frankie:
Hello, Skip. How are you doing?

Skip:
Very good, thank you. So, Frankie, what are we talking about today?

Frankie:
Today, we're discussing data assets, which is a very technical-sounding term for the data we use in campaigns—like suppression lists and target lists.

Skip:
You say it's a technical-sounding term; I thought "yawn-inducing term."

Frankie:
(Laughs) Yeah, but it's very important. People need to understand where these data assets are, how to use them, why they pose challenges, and how Gen Five is going to solve those challenges.

Skip:
Let's jump right in. Are suppression lists used in every campaign?

Frankie:
It's becoming far more common. Over time, suppression lists, which are essentially "do not target" lists, have gone from being rare to being a standard component of most campaigns, especially with the rise of Account-Based Marketing (ABM). Even if there isn't a suppression list, there's almost always a company target list, which is similar.

Skip:
And how do these lists typically cause problems?

Frankie:
The main challenges come from data privacy laws like GDPR, which have made people much more aware of the necessity for privacy controls. Historically, it was common to send suppression lists via email, which is now recognized as a data breach risk. Some businesses still do this, while others have stopped sharing suppression lists altogether out of fear, leading to inefficiencies in lead generation campaigns.

Skip:
So, what's the solution?

Frankie:
Gen Five, and even our Gen Four system, offers a secure platform for handling these data assets. Instead of sending lists via email, our system allows for secure data onboarding and controlled access. This way, publishers can access only the data they need, ensuring compliance and maintaining efficiency.

Skip:
That sounds like a significant improvement. What else does the system offer?

Frankie:
The system also provides dynamic suppression, where the suppression list is updated in real time as leads are generated. This prevents redundant targeting and helps maintain pacing in campaigns. It also offers detailed logging and auditing, so every interaction with the data is tracked and can be reviewed if necessary.

Skip:
And this is crucial for moving towards true programmatic lead generation, right?

Frankie:
Absolutely. For programmatic lead generation to work effectively, we need to manage data assets dynamically and in real-time. This ensures that campaigns are efficient and that leads are genuinely qualified when they reach the sales team.

Skip:

It sounds like Gen Five is laying the groundwork for a more advanced and effective approach to lead generation. Anything else you want to add before we wrap up?

Frankie:

Just that this system represents a significant step forward for the industry. By managing data assets securely and efficiently, we're helping clients make the most of their data and improve their campaign outcomes.

Skip:

Brilliant. Well, this has been a very interesting conversation. I hope our listeners find it helpful. Until next time, thanks, Frankie.

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info@leadscale.com